

Walla Walla County
Quit Line Data Summary
January 1 - June 30, 2005

	<u>County</u>	<u>State</u>
Number of Calls to Quit Line	N = 87	N = 11,781
Percent of Statewide Calls	0.9%	100.0%
Percent of State Population in County¹	0.9%	100.0%
	County %	State %
Gender	N = 87	N = 10,080
Female	58.6%	61.2%
Male	41.4%	38.8%
Race/Ethnicity	N = 76	N = 8,813
People of Color	5.3%	9.5%
White	94.7%	90.5%
Age	N = 87	N = 9,893
Less than 18 years old	0.0%	1.5%
18 - 24 years old	13.8%	18.1%
25 - 34 years old	24.1%	25.4%
35 - 44 years old	24.1%	22.0%
45 years and older	37.9%	33.0%
Education	N = 86	N = 9,282
Did not graduate high school	18.6%	20.8%
High school graduate	33.7%	34.4%
Some college/vocational school	41.9%	34.8%
College graduate	5.8%	10.0%
Caller Type	N = 87	N = 10,635
General Information	2.3%	7.2%
Health care provider	0.0%	1.9%
Tobacco user	97.7%	90.9%
Payer Type	N = 71	N = 7,421
Insured	47.9%	37.4%
Uninsured	33.8%	33.0%
Medicaid	18.3%	29.6%
Heard About	N = 77	N = 8,468
Past caller	10.4%	13.4%
Employer/worksites	3.9%	1.3%
Health care provider	19.5%	23.4%
Television	15.6%	15.9%
Outdoor advertisement (billboard/bus/wall)	1.3%	2.7%
Targeted mailing	0.0%	0.1%
Great Start	1.3%	0.2%
Radio	6.5%	3.9%
Newspaper/Magazine	5.2%	1.7%
Brochure/Newsletter	3.9%	4.3%
Family or friend	31.2%	28.1%
Health Department	1.3%	3.2%
School	0.0%	1.8%

Source: Washington State Department of Health
Tobacco Prevention and Control
Assessment and Evaluation

¹ "Census 2000", August 2001 (OFM)

* Rate not calculated because number of calls was less than 5.